



INDIANA STATE FAIRGROUNDS

1202 East 38th Street
Indianapolis, IN 46205-2869
(317) 927 • 7500 ★ FAX (317) 927 • 7695

April 30, 2007

Indiana House and Senate Membership:

The Indiana State Fair Commission's 2006 Annual Report is being provided to you electronically as required by law.

Let me take this opportunity to thank you for the support given to the many successes and achievements realized here at the Indiana State Fairgrounds over the last year, and especially for our 150th Great Indiana State Fair.

Please take a moment to review this information, and let me know if you have any questions or if you would like to discuss any of the details further.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Hoyer", with a large, stylized initial "C" and a long, sweeping horizontal line extending to the right.

Cynthia C. Hoyer
Executive Director



INDIANA STATE FAIR COMMISSION

ANNUAL REPORT | 2006

★ The Difference Shows ★



2006 INDIANA STATE FAIR COMMISSION, BOARD & STAFF

Commission

Dr. Gene Sease, Chairman
Indianapolis

Susie Warner
Goshen

Ted McKinney
Indianapolis

Wayne Vance
New Albany

Susan Hayhurst
Terre Haute

Terry Hoffman, President
Indiana State Fair Board
Jasper

Gary Emsweller, C.A.S.H.
Danville

Andy Miller,
Director, Department of Agriculture

James Merritt, Chairman,
State Fair Advisory Committee

Invited Representation

Governor Mitch Daniels

Representative: Danielle Chrysler

Commission Staff

Cynthia C. Hoye
Executive Director

Dave Hummel, Deputy
Executive Director
Director, Operations

Patrick Berger
Director, Administration

Margaret Davidson
Director, Presentation &
Development

Mark Hindsley
Director, Finance

Joy Rothrock
Director, Legal & Govt./
Public Affairs

Richard Trombley
Director, Buildings & Grounds

Pat Hudson
Executive Secretary

Fair Board

Elected

District 1, Don Meyer
Valparaiso

District 2, Craig Sherbahn
South Whitley

District 3, Mark Merkel
Geneva

District 4, Roger Hale
Greenfield

District 5, Terry Hoffman
President
Jasper

District 6, Don Whicker
Sharpsville

District 7, Dick Crum
Indianapolis

Appointed

District 1, Cary Cervenka
Francesville

District 2, Diana Kuhn
Bremen

District 3, Lynette Walter
Warren

District 4, Jim Cole
Vevay

District 5, Edgar Hackman
Seymour

District 6, Steve Patterson
Brownsburg

District 7, Al Polin
Indianapolis

Ex Officio Members

Governor Mitch Daniels

Andy Miller, Director, Department
of Agriculture

Dr. David Petritz

Indiana State Fair Advisory Committee

Senator
James Merritt, Chairman

Senator
Allie Craycraft

Senator
David Ford

Senator
Jim Lewis

Representative
Bill Ruppel, Vice Chairman

Representative
Phil Pflum

Representative
Bob Bischoff

Representative
Phyllis Pond



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Mission:

Our mission is to be a premier venue for event producers by providing accessible, cost-effective, secure and modern, multi-purpose facilities. Foremost in this mission is to serve our largest customer, the Indiana State Fair. The State Fair, in turn, showcases agriculture and youth, educates the public about agriculture, our agricultural heritage and current production methods along with entertaining the general public. Through the annual State Fair and year round business, we support family and youth-oriented activities and strive to be both a good community neighbor and corporate citizen.

MESSAGE FROM THE COMMISSION CHAIRMAN

When asked my opinion on what one word sums up the Great Indiana State Fair, several obvious ones came to mind – food, animals, entertainment, 4-H, FFA. None of those give justice to the essence of the Fair. There is just one word that embodies all of the possibilities, and that word is MEMORIES. Children’s memories of their parents and grandparents bringing them to the Fair translate into building memories with their own children at the Fair one day. Our Great 150th Indiana State Fair presented countless opportunities for fun, education, wonderment, adventure and priceless memories for nearly 900,000 visitors.

“You said it would be a once-in-a-lifetime event, and it was. You promised so many special venues and exhibits, and you delivered. From opening ceremonies to the last parade on Biofuels Main Street, the entire Fair was a delight. Thanks to you and your colleagues on the State Fair Commission and State Fair Board, we have once again showcased the importance of the agriculture industry for every Hoosier.” – Lt. Governor Becky Skillman.

Last year it was reported that the Commission was entering a new era, facing new challenges with diminishing funds for capital projects and increasing demands for maintenance dollars to preserve the tremendous investments made in these facilities over the last ten years. In 2006, specific measures were identified in the form of the Commission’s Strategic Planning Process, first-ever Business Plan and facility-wide Maintenance Plan. These combined tools create the road map for taking this \$25 million business known as the Indiana State Fairgrounds and State Fair into the future. Highlights of these plans are presented in a later section.





A significant element of these aggressive plans is the continuing development and fruition of the relationship among the Center for Agricultural Science and Heritage's public Board of Trustees, its private foundation board and Commission staff. A direct result of this relationship will be the unveiling of "The State's Largest Classroom" and "State Fair Farm" on the Fairgrounds' north side. School field trips to the many educational venues traditionally available only during the State Fair will begin in the Fall for the 2007 – 2008 school year.

Past successes and upcoming challenges and opportunities are detailed in the following pages. It is the Commission's firm belief that the future is, indeed, bright for our 114 year-old State Fairgrounds and 150 year-old Great Indiana State Fair.

Sincerely,

Dr. Gene Sease

Indiana State Fair Commission Chairman

EXECUTIVE DIRECTOR'S REPORT

During the 150th Great Indiana State Fair, Governor Mitch Daniels awarded Dr. Sease a “Sagamore of the Wabash” for his loyal and dedicated service to the Commission and the citizens of Indiana over the past eight years. This recognition from the Governor is limited to only a distinct few notable Hoosiers...and Dr. Sease is most deserving of this honor. His tremendous leadership guided us through times of vigorous renovation and rebirth of the Fairgrounds. As great champion of agriculture, education and youth – not to mention ice cream – Dr. Sease will be missed but never forgotten by members of the Commission, Board and staff. We thank you for your great stewardship of our Fairgrounds and State Fair during your eight-year tenure.

In February 2007, Governor Daniels appointed a new Chairman, Kyle Hupfer, to lead the Commission. Hupfer served as director of the State's Dept. of Natural Resources for nearly two years, then joined ProLiance Energy in Indianapolis as General Counsel. He brings a personal interest in farming, a loyalty to the State Fair event and keen knowledge of our year-round activities to his leadership position with the Commission. On behalf of Commission, Board and staff members, welcome to our Fair family.

Cynthia C. Hoyer

Executive Director, Indiana State Fair Commission



*Welcome to our new
Commission Chairman,
Kyle Hupfer!*



SPECIAL FEATURE



200 top executives in the Fair industry from across North America awed by the Indiana State Fairgrounds!

For years the Indiana State Fair has been identified as one of the best state fairs in the country by industry peers – now the Indiana State Fairgrounds is held in the same high regard. In May, members of the International Association of Fairs and Expos (IAFE) brought their Spring Management Conference to Indianapolis and the Fairgrounds. Conference members attended workshops in downtown Indianapolis and toured both the Indianapolis Motor Speedway and Hendricks County Fairgrounds. Rounding out their activities was an extensive tour of the State Fairgrounds followed by a State Fair-style dinner in the Old National Bank Grand Hall. Many managers were amazed by the grandeur and number of brick buildings throughout the grounds, their historical nature and noteworthy renovations. Here are a few other comments from attendees:

“The improvements being made to your facilities speak to the high regard for the Indiana State Fair on the part of State government and the residents of your state,” Pat Loyd, Missouri State Fair.

“It was very obvious how proud and dedicated your staff is towards the Indiana State Fair. Their enthusiasm and commitment were very evident,” Doug Lofstrom, Orange County Fair, CA.

“It has been several years since my last visit to the Indiana State Fairgrounds and I was so impressed with all the progress. That just makes me feel even better about the industry as a whole. I truly believe the Indiana State Fair is a living and thriving example of what fairs are all about,” Nancy Smith, South Carolina State Fair.

“Wow, you and your team did a terrific job entertaining us ... Everything was impressive – the Fairgrounds, the city, the track, the program...thanks for being great hosts. Best meeting yet,” Gene Cassidy, Eastern States Expositions.

Capital Projects:

The Administration Building, built in 1892, is the oldest building on the Fairgrounds. It was enlarged in 1927 to its current footprint and serves as office space, never receiving priority ranking for renovation dollars. Capital funds typically have been committed to buildings that serve the State Fair and year-round rental business. However, with the 150th Great State Fair about to start, the Commission set aside dollars to give this grand old facility a facelift. Exterior repairs and improvements to the façade reflected much of its appearance in the late 1920s. Improvements to the lobby and conference room, updated heating and cooling systems and ADA accessible restrooms completed the makeover.

The State Fair Board believed it was important to create a gift for the citizens of Indiana recognizing the 150th Great Indiana State Fair – as a lasting tribute to this time-honored event and the lives it touches. The resulting artpiece at the corner of 38th Street and Fall Creek Parkway featured a variety of universal Indiana State Fair icons in a curved aluminum media. It is digitally lit for a dramatic nighttime appearance. Four private donors graciously contributed a total of \$100,000 to help make this gift a reality. The Commission recognizes these donors with great appreciation: The Gene and Joanne Sease Family, Donald and Juanita Tanselle, Judge Paul H. Buchanan, Jr. and North American Midway Entertainment. Additionally, countless individual gifts from across Indiana were given to the 150th Celebration.

Memories of the lazy days of summer for many people might include a trip to a favorite fishing hole. Working in partnership with the Dept. of Natural Resources, the Commission brought those memories to life at the new 312,000-gallon Veolia Water Fishin' Pond at this year's





Fair. Here, Dept. of Natural Resources staff gave families “how-to” fishing lessons, then let them try their skills at reeling in one of the hundreds of native Indiana fish stocked in the pond. Part of the lesson for successful fishermen included releasing the fish back into the pond for the next family to catch. This project, also encompassing a new amphitheater, reconstructed fish ponds along the west side of the building, ADA accessible walkways, and a Butterfly Corner, was made possible with funding through the Indiana Department of Transportation’s federal Transportation Enhancement grant, U.S. Dept. of Fish and Wildlife, the Commission and Dept. of Natural Resources. This new jewel on the Fairgrounds north side provided a great backdrop for the Fair’s Opening Day ceremonies. Through the course of the Fair, this attraction provided a perfect place to capture memories for generations to come.

Work continued on Phase I of the third 4-H building with replacement of old broken windows and doors, tuckpointing and reconstruction of a connector to the existing 4-H Exhibit Hall. In 2006, Dow Agrosciences announced its support of \$250,000 for the furtherance of 4-H programs at the State Fair in this new facility, which will be named Discovery Hall. This building will join with the entire 4-H Education Complex in playing a significant new role in the evolution of the “State’s Largest Classroom” activities on the Fairgrounds’ north side.

The last major capital project in 2006 prior to the Fair was the installation of an elevator on the west end of the Communications Building. This improvement provided accessibility to business offices on the second floor of this 1950s-era building.

2007 CAPITAL PLANS

With continuing support and guidance from the Dept. of Natural Resources Historic Preservation Review Board, the cafeteria in the Farm Bureau Building will be renovated and changed over to a banquet hall. The existing cafeteria line will be removed and new interior finishes will resolve acoustical problems. Antiquated heating, ventilation, air conditioning and lighting systems will also be replaced.

The Commission and City of Indianapolis, in a joint project, received a partial federal Transportation Enhancement (TE) grant from the Indiana Department of Transportation for the design and rehabilitation of the 39th Street Bridge. The bridge is owned by the City and is listed on the National Register of Historic Places. It provides vital access for roughly 30,000 visitors to the State Fair from the Fair Train Depot. The Commission anticipates that the remaining monies necessary to complete the project during 2008 will be available in the next round of TE grants.

Another TE project that will begin in 2007 involves the replacement of the perimeter fence of the Fairgrounds along 38th Street and Fall Creek Parkway. The work will include installation of wrought iron fencing between a series of brick pillars similar to those that exist at the main gates on 38th Street and Fall Creek Parkway. Fencing removed in this project will be recycled and used to replace deteriorating fence along the Fairgrounds northern border.

Phase II of the third 4-H Education Complex Building will be underway with work focusing on installation of mechanical and electrical systems.

Master planning for Pioneer Village and the north side of the Fairgrounds moves forward in 2007 in support of the Center for Agricultural Science and Heritage Board of Trustees' education mission. Not all details of the "State's Largest Classroom" and "State Fair Farm" implementation plan are finalized at this time; however, the Commission and Board of Trustees will launch educational programming and school field trips in the Fall.



PREPARING OUR BUSINESS FOR THE FUTURE



The Commission began a strategic planning process in 2006 to identify areas key to its ability to grow and flourish in both its year-round and State Fair business. Limited capital improvement and maintenance funds, due in large part to the \$2.2 million required annually for bond debt retirement, make it essential to analyze all lines of business – what works effectively and what doesn't – and what new avenues are open for possible expansion and/or enhancement of the State Fair and year-round earned revenue activities. Nine major areas, such as cost analysis and creation of new revenue streams, continuing facility renovation and development of a year-round education/Agri-Tourism destination, were outlined for investigation and progress in 2007 in this Strategic Planning Process.

Two companion pieces to this process were also completed: the Indiana State Fair Commission Business Plan and Maintenance Plan, both of which provide clear and specific action plans to be completed in 2007.

2007 PLANS

The following, while not exhaustive, provides a sense of the aggressive, goal-oriented implementation plans for the coming year.

The Commission will complete roughly one-half million dollars in maintenance projects identified as “Immediate Priority Improvements” in the Maintenance Plan and proceed with its existing capital plan. In the Fall, with support of the CASH Board of Trustees, the north side education strategy known as the “State’s Largest Classroom” will be launched in conjunction with the 2007-2008 school year.

Critical analysis of relationships with vendors who provide show support, along with facility rental philosophies and fee structures, will be completed by late Fall in order for any changes or adjustments to take place in early 2008.

The Commission will also study its business units in year-round rentals and, as outlined in the Strategic Planning Process, target the creation of three new or expanded target markets. The goal of this effort is to increase new rental revenue by 10%. Concurrently, staff will assess changing trends in public and consumer shows at the Fairgrounds, aiming to retain 90% of the existing business.

In keeping with the State Fair’s mission of educating the public about agriculture, a featured agriculture product will be showcased as a Hoosier Homegrown Product. The product in this themed approach will change annually and affords a fun, educational and entertaining way to promote Indiana’s agricultural commodities.





Satisfied customers are the lifeblood of the Fair. While 2006's customer service satisfaction rating reached an amazing all-time high of almost 92%, a three percent increase in that rating is set for this year's Fair, as is a 5% increase in attendance.

Integration of the arts into the State Fair is another goal. In 2006, installation of the new 150th State Fair artpiece at the corner of 38th Street and Fall Creek Parkway was joined by the beginning of a new art collection in the Administration Building and new "Painting Indiana – The Changing Face of Agriculture" exhibit in the Clarian Home & Family Arts Building. In 2007, plans will be announced for a new collection display of the Hoosier Artists of Brown County.

Copies of the Strategic Planning Process, Maintenance and Business plans referenced may be obtained from the Commission's Executive Office.

2006 SHOWS AND ACTIVITIES

The Indianapolis Business Journal cited the Indiana State Fairgrounds as the No. 1 “Most-Popular Indianapolis-Area Tourist Attractions” for its 2.4 million annual visitors – placing it well above Conseco Fieldhouse (2 million) and the Indiana Convention Center & RCA Dome (1.7 million).

Year-round business was booming more so than usual during the three months leading into the Fair. IAFE’s Manager’s Conference started the whirlwind of activity in late May. The National Junior Angus Show returned July 9 – 15. This is the world’s largest single breed junior livestock show, featuring 1,177 head of cattle, according to show producers. This event first came to the Fairgrounds in 1998.

On the heels of this major national show came the second annual Circle City Equestrian 500 Show July 19 – 23 in the Pepsi Coliseum. 2006 was the second year for this hunter/jumper show of Olympic-style events. The number of horses competing in the show grew from 400 in its first year to 600.

Another new national livestock show opened at the Fairgrounds in July. The week-long National Dairy Goat Show was the largest show of its kind in North America and included youth events ranging from showmanship to management/judging competitions. The benefits of this national show in Indiana accrue to breeders, product marketing and sales and youth education.

After the Fair, in October, the City of Indianapolis welcomed the largest convention in its history. The 79TH Annual National FFA Convention brought some 50,000 young adults, advisors and guests from all across the country to vie in a full spectrum of agricultural science competitions and participate in leadership development workshops, career show and educational tours. In their signature blue and gold jackets, FFA members consumed Indianapolis while attending events at the Indianapolis Convention Center, RCA Dome, Conseco Fieldhouse and the State Fairgrounds. The Commission, staff and the Fairgrounds itself played integral roles





"The city of Indianapolis certainly rolled out the welcome mat and the Indiana State Fairgrounds was critical to the success of the event in its first year of seven-year contract. The unsolicited accolades from teachers, state supervisors, students and the city regarding the events at the Fairgrounds simply proved the ISFC Staff excels at event management."

Margaret Davidson, Director
Presentation & Development

with the City in both securing this convention and enabling it to conduct its extensive programming comfortably and successfully. Nine buildings at the Fairgrounds hosted FFA's Career Development Events. Additionally, the Pepsi Coliseum was home to two nights of Dodge Xtreme Bulls 2006 Ride Hard Tour. The first night was reserved only for FFA conventioners and then opened to the general public the second night. National coverage of these events was seen on ESPN 2's taped play-back on Thanksgiving evening.

The following month, America's National Crossroads of America Poultry Club Show showcased a wide variety of purebred poultry from across the country. William Wulff, Treasurer of the organization, commented that the event surpassed organizers' goal of a 10,000-bird show by over 1,000. "I want to personally thank Don Whicker, who was the poultry director at the State Fair... He is a true asset to the Indiana State Fair...Everyone at the Indiana State Fair was great to work with and that is why the Fairgrounds' gets so many events coming into Indianapolis, Thank you Indiana State Fair," Wulff wrote in the January 2007 edition of *Poultry Press*.

Helping drive attendance at Fairgrounds events last year were the following 33 new shows and events:

All American Rejects Concert
Asphalt Paving Seminar
Boilermaker Double Header Swine Show
Crossroads of America National Poultry Show
Disturbed Concert
FFA National Convention
General Merchandise Show
GM Ride & Drive
GMT900 Launch Tour Ride & Drive
Hoosier Racers Swap Meet
Indiana Christian Expo
IPS Assistive Technology Expo
IPS Concert
ITPC Youth Summit
Lifeway Christian Concert
Lumbermen's Seminar
Meritor WABCO Ride & Drive

Mid-Summer Home & Outdoor Show
National Dairy Goat Show
National Junior Angus Show
PRCA Dodge Xtreme Bullriding
Purdue Spring Garden Clinic
Q95 Annual Concert
5th Annual Red Ribbon Celebration
Rehab Hospital of Indiana Sports Dinner
Republic Services LLC Truck Rodeo
Richmarc Productions Commercial Shoot – 2 events
Stoops Freightliner Ride & Drive
Tamarindo Foundation Benefit Concert
Tonkinese Breed Cat Show
Toyota Tundra Ride & Drive
Walk to Emmaus Religious Retreats – 6 events
Yugioh Sneak Preview Card Show

CORPORATE SPONSORS

The Indiana State Fair Commission recognizes and thanks the following Corporate Sponsors for supporting the 150th Great Indiana State Fair and Fairgrounds at record levels.

American Dairy Association of Indiana, Inc.

Angie's List

Anthem

Applebee's

AT & T

Ball State University

Bluegreen

Chase Disney

Cingular

Clarian Health

CollegeChoice 529 Investment Plan

Comcast

Cummins

CVS/pharmacy

Dickies

Discovery Total Health Tour

Dodge Rodeo

Dow AgroSciences

EASTGATE Chrysler Jeep/

WESTGATE Chrysler Jeep Dodge

Family Farms Hot Dogs

Farmer's Insurance

FBi Buildings

Geico

General Motors

Gillette Fusion

Gillette Venus

Hardee's

Health Craft

Heartland Barns

Hoosier Lottery

HyCite Cooking Show

Indiana American Water Company

Indiana Beef Cattle Association

Indiana Family Farms

Indiana Farm Bureau, Inc.

Indiana Farm Bureau Insurance

Indiana Department of Homeland Security

Indiana Propane Gas Foundation

Indiana Pork Producers Association

Indiana Sheep Breeders Association

Indiana State Poultry Association, Inc.

Indiana Soybean Board

ITPC - Indiana Tobacco Prevention &
Cessation





Indiana University

Indianapolis Private Industry Council

Innovative Technical Solutions

104.5 JACK FM

Lee's RV

Levi Strauss

Lustre Craft Cookware

Marsh Supermarkets, Inc.

Master Com

Master Spas

MobileMoney

Mothers Milk Bank

Mutual of Omaha

National City Bank

Novartis

Old National Bank

O'Reilly Auto Parts

OrthoIndy

Pepsi-Cola



Pfizer

Piano Solutions

Pioneer Hi-Bred International, Inc.

Pop Weaver Popcorn



Purdue University

Red Gold

Revol

Royal Prestige Cookware

Sensodyne Tour

Shell

Sky Bank

Subway

The Heart Center of Indiana

The Indianapolis Star

The Marten House Hotel

T-Mobile

Total Family Health

Touchstone Energy

Toyota

Toyota Trucks

TripToCollege.org

Veolia Water

WFMS

WLC Company, Inc.

WNBA

MESSAGE FROM THE FAIR BOARD PRESIDENT

This year's State Fair Report is dedicated to the memory of Estel Callahan, who passed away in March 2006. Callahan served the Indiana State Fair as its Secretary Manager for many years, retiring in 1984. His passion and love of the State Fair and belief in youth never diminished. It is fitting to honor his memory with highlights from this tremendous, once-in-a-lifetime celebration of the 150th Great Indiana State Fair. Your presence will be missed, Estel Callahan. Thank you for your dedication and untold contributions to your Indiana State Fair.

From the moment Pat Boone took the stage at the Farm Bureau Building and sang a line from the song, "Our State Fair is a Great State Fair", the 300 guests attending the 150th Great Indiana State Fair Kick-off gala knew the 2006 State Fair – then just 150 days away – would be spectacular, unique and filled with memories.

Excitement grew throughout the State. 4-H youth prepared special projects incorporating 150th State Fair themes for competition and an eight-member celebrity panel tasted offerings from concessionaires who hoped their special concoction would ultimately win as the "Signature" food item for the 150th. The panel narrowed the options down to five choices: The Cool Dog, Caramel-Popcorn Pie, Crème-Filled Fried Puff, Deep-Fried Strawberries and Deep-Fried Sauerkraut Balls. Indiana citizens joined in the fun, casting their votes via the Internet and decisively chose Deep-Fried Strawberries. Congratulations to Bob and Jonie Monroe of LT Concessions of Marion, IN for their tasty winning creation.

The 150th Anniversary Celebration offered unparalleled activities and events in the "What's New?" category. The Sandi Patty with the





Indianapolis Symphony Orchestra free concert Tuesday evening, followed by the Giant Hot Air Balloon Glow set the stage for the next morning's grand opening of the State Fair, 150th edition at the Dept. of Natural Resources brand new, interactive Fishin' Pond. Pat Boone's return and performance at the WFMS Free Stage, a mix of 92 antique and modern tractors in a parade led by Lt. Governor Becky Skillman all the way from Monument Circle to the State Fairgrounds, the first-ever Percheron and Clydesdale 8-horse hitch competition featured by the Draft Horse Department and the Gazebo Gift Shop turned into a giant 150th pink birthday cake were just a few of the unique surprises that awaited this year's Fair guests.



Enjoy the sights and memories!

Sincerely,

Terry Hoffman

Indiana State Fair Board President



"Congratulations! With attendance on record as one of the highest in Indiana's history, it was truly a State Fair that many of us will never forget. I would like to commend you, the State Fair Staff and the Fair Board directors on carrying out this once in a lifetime celebration,"
Andy Miller, Director, Indiana State Dept. of Agriculture.

BY THE NUMBERS

Attendance: 870,050

Two day records:

Friday, August 11: 81,716

Wednesday, August 16: 74,438

Customer Satisfaction: 91.7%

New Sponsorship Record:

\$1.1 million with 31 new sponsors



“GREAT” Entertainment at the Toyota Trucks Grandstand...

Record Setting and Most Diverse Grandstand Ever!



**150th Indiana State Fair
Celebration Preview Concert**
featuring Sandi Patty and the Indianapolis Symphony
Orchestra with IU jazz legend David Baker

**Michael W. Smith, Third
Day & Jars of Clay**



Rascal Flatts with Gary Allan

**VOICE Xtreme Freestyle
Motocross**



Raven Symone

Big & Rich with Cowboy Troy



Kid Rock

American Idols Live Tour 2006



Brad Paisley
with The Wreckers & Eric Church

Harness Racing



Kanye West

**Plus: The National City Band Day Competition
and the OrthoIndy Cheerleading Competition!**



MEMORIES

"I was passing through Indiana on a road trip. Saw all kinds of advertisements for the 150th celebration. It peaked my interest, so my family and I thought we would stop by to see what all the fuss was about. Spent the whole day. I was so impressed with your event and the FAMILY atmosphere. I am a 20-year-old college student, and times like these it is hard to find good clean family entertainment. Thank you for NOT serving alcohol and for providing a wholesome atmosphere for the entire family. Thanks again; I had a wonderful time and hope to be back for the future Fairs," Marcie, out-of-state Fairgoer.

"Congratulations on the success of this year's Indiana State Fair. It was phenomenal and an awesome celebration of the 150th anniversary. Your staff and Board did a great job. There was a good mix of familiar and new, as well as good fun, food, entertainment and exhibits. You should be proud," State Representative Carolene Mays.



"Just wanted to let you know how much we enjoy your Fair! We're Ohio residents and this is the 2nd year we've come to your fair instead of ours. We come mainly for the Angus cattle show and agricultural products. Everything is so clean and well organized. See 'ya next year!"
Annette Eakes, livestock supporter.



Thank you Everyone for visiting our 150th State Fair and the memories you created for us.

Balance Sheet Indiana State Fair Commission

as of December 31, 2006

ASSETS

CURRENT ASSETS

Petty Cash	\$500.00
Cash in Bank- Tax	242,005.25
Cash in Bank- Fairgrounds	853,431.80
Cash in Bank- Fair	18,530.48
Cash in Bank- Facility Charge	55,401.65
Cash in Bank- Payroll	9,548.28
Cash in Bank- Credit Card	39,265.28
Cash in Bank- Center for Ag Science	60,354.89
Cash in Bank- Fair '05 Premium	8,018.48
Cash in Bank- Fair '04 Premium	5,090.63
Cash in Bank- Fair '06 Premium	33,683.14
Cash on Hand- Change Bank	10,000.00

TOTAL CASH **\$1,335,829.88**

ACCOUNTS RECEIVABLE

Accounts Receivable- Fairgrounds	\$337,694.32
Accounts Receivable- Fair	55,741.78
Accounts Receivable- Bad Checks	1,771.50
Accrued Receivables- Fair	1,000.00

TOTAL ACCOUNTS RECEIVABLE **\$396,207.60**

TOTAL CURRENT ASSETS **\$1,732,037.48**

RESTRICTED ASSETS

CASH IN BANK

Cash- 4-H Scholarship	\$15,691.00
Cash- Bond DSR Fund	2,290,961.53
Cash- Bond Funding Account	2,241,459.29

TOTAL RESTRICTED CASH **\$4,548,111.82**

INVESTMENTS

Current Investments	\$1,050,000.00
Capital Funding Account	2,524,347.85

TOTAL INVESTMENTS **\$3,574,347.85**

TOTAL RESTRICTED ASSETS **\$8,122,459.67**

PROPERTY, PLANT, & EQUIPMENT

Land & Land Improvements	\$14,503,662.75
Buildings & Building Improvements	66,665,243.15
Construction in Progress	1,444,249.62
Machinery & Equipment	3,595,740.02
Office Furniture & Fixtures	1,351,237.49

ACCUMULATED DEPRECIATION*

Land Improvements	(\$3,849,688.68)
Buildings & Improvements	(28,956,825.63)
Machinery & Equipment	(2,722,921.18)
Office Furniture & Fixtures	(1,039,008.25)

TOTAL PROPERTY, PLANT, & EQUIPMENT **\$50,991,689.29**

OTHER ASSETS

Prepaid Expense	\$64,747.00
Deferral of Loss on Refunding	169,156.00
Deferred Bond Issuance Costs	529,451.09

TOTAL OTHER ASSETS **\$763,354.09**

TOTAL ASSETS **\$61,609,540.53**

LIABILITIES & FUND EQUITY

CURRENT LIABILITIES

Accounts Payable- Fairgrounds	\$104,284.49
Accounts Payable- Fair	26,944.26
Accounts Payable- Facility	3,115.70
Payroll Withholdings	4,571.98
State Taxes Withholding	12,256.00
Sales Tax Payable- Fairgrounds	3,612.61
Clearing- General	1,825.94
Clearing- Buyers Club	5,077.40
Clearing- Coliseum Shows	3,108.78
Clearing- 4-H Youth Leadership	836.40
Accrued Payables- Fairgrounds	317,800.36
Accrued Payables- Fair	10,600.00
Compensated Absences - Current	220,000.00

TOTAL CURRENT LIABILITIES- TRADE **\$714,033.92**

CURRENT LIABILITIES-OTHER

Deferred Income- Fairgrounds	\$220,955.31
Deferred Income- Fair	1,713.00

TOTAL CURRENT LIABILITIES-OTHER **\$936,702.23**

LIABILITIES PAYABLE

RESTRICTED LIABILITIES

Revenue Bonds 2002- Current	\$1,380,000.00
Revenue Bonds 2002- Long Term	17,455,000.00
Unamortized Bond Discount	(118,903.33)
Bond Interest Payable	372,930.00
4-H Showmanship Scholarships	5,660.55
Compensated Absences - Long Term	220,000.00

TOTAL RESTRICTED LIABILITIES **\$19,314,687.22**

TOTAL LIABILITIES **\$20,251,389.45**

FUND EQUITY

CONTRIBUTED CAPITAL

Capital Improvements Funds	\$15,662,548.17
Capital Improvements- Fair	62,805.00

TOTAL CONTRIBUTED CAPITAL **\$15,725,353.17**

RETAINED EARNINGS

Reserved Retained Earnings- 4-H	\$55,243.48
Undesignated Retained Earnings	24,233,780.07
Net Profit/(Loss)	1,343,774.36

TOTAL RETAINED EARNINGS **\$25,632,797.91**

TOTAL EQUITY **\$41,358,151.08**

TOTAL LIABILITIES & FUND EQUITY **\$61,609,540.53**

** Includes 2006 Depreciation Expense*

Income Statement Indiana State Fair Revenue

for the period January 1, 2006 to December 31, 2006

REVENUE BY DEPARTMENT - FAIR

SPORTS/EVENTS

Rodeo	\$74,231.20
Band Day	88,347.56
Cheerleading	22,632.40
Harness Racing	3,565.55
Sub-Total	
Sports/Events	\$188,776.71

SHOWCASE EVENTS

Baton Twirling	\$2,168.00
Youth Talent	5,029.07
Farm Bureau Building	4,000.00
Sub-Total	
Youth Showcase	\$11,197.07

LIVESTOCK

4-H Dog Show	\$8,195.00
Llama & Alpaca Show	9,215.00
4-H Horse & Pony	17,666.00
Draft Horse Shows	55,925.00
Horse & Mule Pulls	15,377.36
Cattle Barn/Beef	53,902.00
Cattle Barn/Dairy	21,764.00
Swine Barn	94,634.08
Sheep	39,171.25
Goats	8,046.00
Boer Goats	4,785.00
Pygmy Goats	3,915.00
Champion Sale	33,759.62
Poultry Building	18,313.00
Cat Show	1,361.00
Sub-Total Livestock	\$386,029.31

BUILDINGS/MISC. EVENTS

FFA Building	\$2,460.00
Pioneer Our Land Pavilion	1,386.50
Farmers' Day Parade	4,230.00
Pioneer Village	9,337.21
4-H Summary	8,820.00
Queen Contest	22,861.87
Home & Family Arts	65,678.27
Young Hoosier Pianists	2,130.00
Ag/Hort Building	5,815.00
Healthy Lifestyles Building	31,495.00
Balloon Race	4,550.00
Wine Competition	135,972.00
Brewers Competition	5,647.00
Sub-Total	\$300,382.85

LIVE ENTERTAINMENT

Entertainment Dept.	\$2,084,337.31
Last Blast/Fireworks	125.24
Family Fun Park	11,160.60
Main Street Stage	541.00
Goat Mountain	380.00
3-on-3 Basketball	4,485.00
Wine Tasting/Reception	10,240.30
Sub-Total	
Live Entertainment	\$2,111,269.45

GATES/CONCESSIONS/MISC.

Gates	\$2,621,054.12
Parking	12,180.00
EZ Lot Parking	11,187.00
South Lot Parking	212,453.55
Concessions/Midway	2,178,173.73
Machinery Field	48,175.00
Shuttle Bus	118,040.53
Expo Hall	248,511.50
Sub-Total	\$5,449,775.43

INTERNAL DEPARTMENTS

General Administration	\$109,635.76
Marketing	58,082.67
Sponsorship (Live Nation)	1,202,250.00
Sponsorship (non-LN)	21,550.00
Ticket Office	7,579.50
Supplemental	380,924.12
Sub-Total	\$1,780,022.05

TOTAL REVENUE - FAIR	\$10,227,452.87
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Income Statement Indiana State Fair Expenses

for the period January 1, 2006 to December 31, 2006

EXPENSES BY DEPARTMENT - FAIR

SPORTS/EVENTS

Toyota Trucks Grandstand	\$45,498.62
Rodeo	92,173.33
Band Day	93,953.11
Cheerleading	15,839.51
Harness Racing	27,987.45
Sub-Total	
Sports/Events	\$275,452.02

SHOWCASE EVENTS

Baton Twirling	\$3,659.20
Youth Talent	4,685.15
Farm Bureau Building	14,266.91
Sub-Total Showcase	\$22,611.26

LIVESTOCK

4-H Dog Show	\$11,095.29
Pepsi Coliseum	48,206.38
Llama & Alpaca Show	22,598.28
4-H Horse & Pony	51,696.21
Draft Horse Shows	152,930.36
Horse & Mule Pulls	9,987.13
Livestock Nursery	26,664.92
Draft Horse Barn	4,680.00
Cattle Barn (Beef)	131,514.04
Cattle Barn (Dairy)	90,609.07
Swine Barn	155,859.72
Sheep	164,008.99
Goats	38,741.96
Boer Goats	6,796.18
Pygmy Goats	13,688.29
Champion Sale	33,143.60
Poultry Building	100,646.61
Cat Show	2,592.52
South Pavilion	5,460.00
Sub-Total Livestock	\$1,070,919.55

BUILDINGS/MISC.EVENTS

Pathway to Water Quality	\$7,633.70
FFA Building	48,368.81
Young Farmers	18,909.72
Pioneer Our Land Pavilion	48,580.41
Farmers' Day Parade	5,676.48
Pioneer Village	85,511.32
4-H Summary	249,720.07
Comm. of Agriculture	570.50
Queen Contest	54,960.71
Home & Family Arts	126,009.30
Young Hoosier Pianists	4,206.23
Ag/Hort Building	101,473.24
Healthy Lifestyles Building	29,192.47
Veterans Day	5,323.91
Balloon Race	14,055.32
State Fair Gardens	2,910.00
Wine Competition	144,772.52
Brewers Competition	14,070.51
Sub-Total Building/Misc.	\$961,945.22

LIVE ENTERTAINMENT

Entertainment Dept.	\$2,259,024.80
Last Blast/Fireworks	49,482.79
Family Fun Park	84,471.32
Main Street Stage	63,145.49
Entertainment Grounds	26,234.42
Goat Mountain	8,930.52
3-on-3 Basketball	8,942.53
WFMS Free Stage	111,906.03
Clarian Dance for Health	6,410.23
Gospel Music	19,106.70
Christian Music	15,273.57
Wine Tasting/Reception	12,401.10
Old National Bank Grand Hall	38,845.17
Sub-Total	
Live Entertainment	\$2,704,174.67

YOUTH

Little Hands On Farm	\$16,592.22
Jr./Sr. Explorers Club	49,197.79
Sub-Total Youth	\$65,790.01

GATES/CONCESSIONS/MISC.

Gates	\$246,621.53
Parking	265,458.92
EZ Lot Parking	71,068.67
South Lot Parking	40,201.70
Concessions/Midway	142,837.54
Machinery Field	1,680.00
Shuttle Bus	95,120.00
Expo Hall	19,826.96
DNR Building	5,800.00
Sub-Total	\$888,615.32

INTERNAL DEPARTMENTS

General Administration	\$229,728.83
Central Purchasing	76,500.05
Payroll	388,831.47
Marketing	949,736.10
TV Commercial	0.00
Sponsorship (Live Nation)	603,831.00
Sign Shop	16,697.21
Support Services	32,387.88
Ticket Office	40.50
Buildings & Grounds	256,352.77
Utilities	201,706.98
Fair Board Office	278,590.28
Fair Board Directors	50,140.77
Operations	319,725.11
Public Safety	79,469.67
Unallocated	19,163.78
Supplemental	412,796.08
Sub-Total	\$3,915,698.48

TOTAL EXPENSE - FAIR	\$9,905,206.53
INCOME EXCEEDING	
EXPENDITURES - FAIR	\$322,246.34

Income Statement

Indiana State Fairgrounds Revenue

for the period January 1, 2006 to December 31, 2006

REVENUE - FAIRGROUNDS

CONCESSIONS

Grandstand	\$11,133.42
Pepsi Coliseum	133,206.60
Champions Pavilion	37,687.75
South Pavilion	58,372.59
West Pavilion	170,092.56
Ag/Hort Building	13,749.79
Farm Bureau Building	38,038.41
Exposition Hall	76,656.75
Healthy Lifestyles Building	818.19
Fall Creek Pavilion	859.72
Blue Ribbon Pavilion	84,003.05
Northwest Pavilion	5,672.51
Pioneer Our Land Pavilion	19,982.26
Old National Bank Grand Hall	0.00
Other Buildings	41,778.97

Sub-Total Concessions **\$692,052.57**

RENTALS OF BUILDINGS/GROUNDS

Grandstand	\$25,000.00
Pepsi Coliseum	138,219.50
Champions Pavilion	104,650.00
South Pavilion	122,807.50
West Pavilion	288,375.00
Ag/Hort Building	60,430.00
Farm Bureau Building	21,395.00
Exposition Hall	156,131.25
Healthy Lifestyles Buliding	12,450.00
Fall Creek Pavilion	5,100.00
Blue Ribbon Pavilion	133,656.56
Northwest Pavilion	18,500.00
Pioneer Our Land Pavilion	27,825.00
Old National Bank Grand Hall	14,550.00
Other Buildings	72,112.31

Sub-Total Rent Revenue **\$1,201,202.12**

OTHER RENTALS

House Rentals	\$9,506.00
Billboard - Real Estate	16,200.00
Camping & Parking	122,554.11

Sub-Total Other Rentals **\$148,260.11**

EQUIPMENT RENTALS

Chairs	\$44,370.50
Tables	82,783.95
Public Address Rental	12,785.00
Billboard Rental	5,850.00
Other Equipment Rental	528.00

**Sub-Total
Equipment Rentals** **\$146,317.45**

EXPENSE REIMBURSEMENTS

Sound System Technical	\$195,517.94
Exhibitor Electric	260,676.32
Exhibitor Heat Gas	104,630.10
Exhibitor Telephone	125.00
Exhibitor Janitorial	54,451.72
Clean-up	282,993.71
Exhibitor Misc.	671,316.60

**Sub-Total
Expense Reimbursements** **\$1,569,711.39**

FAIRGROUNDS EVENTS

Boxing - Spring	\$36,495.00
Boxing - Fall	41,950.00
Safe Night Halloween	2,075.00

**Sub-Total
Fairgrounds Events** **\$80,520.00**

TAX REVENUE

Pari-Mutuel - OTB	\$344,402.29
Riverboat	6,277,249.57
Mil Tax	2,574,458.39

**Sub-Total
Tax Revenue** **\$9,196,110.25**

OTHER INCOME

Speed Barn Rentals	\$130,102.50
Ice Skating - Public	185,316.45
Skate Shop	120,568.16
Interest Income	330,426.42
Sponsorships - Fairgrounds	197,500.00
Support Services	1,295.00
Central Purchasing	1,997.56
Sign Shop	19,357.94
Marketing	15,197.16
Marketing - Prod. Services	21,059.33
Buildings & Grounds	5,852.15
Ticket Office	285.00
Souvenir Sales	4,709.20
Contributions	155,691.98
Misc. Other	38,341.04
Facility Charge	936,100.91
Center For Ag Science	12,260.78

**Sub-Total
Other Revenue** **\$2,176,061.58**

**TOTAL FAIRGROUNDS
REVENUE** **\$15,210,235.47**

Income Statement

Indiana State Fairgrounds Expenses

for the period January 1, 2006 to December 31, 2006

EXPENSES - FAIRGROUNDS

BUILDINGS & GROUNDS

Landscape	\$14,871.55
Roads & Track Maintenance	67,720.77
Vehicle Maintenance	207,046.33
Carpenter	408,887.36
Paint	68,267.37
Plumbing	35,829.10
Heat/Ventilation	59,182.05
Electrical	45,387.23
General Maintenance	362,275.00
Facility Enhancement	35,691.80

Sub-Total	
Buildings & Grounds	\$1,305,158.56

UTILITIES

Electric	\$917,472.64
Water	149,210.73
Gas	459,719.08
Sub-Total Utilities	\$1,526,402.45

OPERATIONS

Recoverable	\$863,520.12
Non-Recoverable	496,439.30
Pepsi Coliseum	96,802.21
Sub-Total Operations	\$1,456,761.63

FAIRGROUNDS EVENTS

Boxing - Spring	\$38,617.97
Boxing - Fall	37,565.82
Hoosier Horse Fair	3,226.63
Safe Night Halloween	7,173.78
Sub-Total Events	\$86,584.20

PAYROLL RELATED EXPENSES

Payroll (Full-Time & Part-Time)	\$3,187,254.74
Group Insurance	738,246.77
PERF (Retirement)	250,424.90
Deferred Comp-Matching	18,317.11
FICA (Employer Taxes)	244,628.87
Unemployment/Worker's Comp	57,282.38

Sub-Total	
Payroll Expenses	\$4,496,154.77

OTHER EXPENSES

Fairgrounds Harness Dept.	\$51,465.53
Grand Circuit	47,119.39
Public Ice Skating	61,341.25
Skate Shop	64,518.24
Sponsorship	69,552.50

Marketing - Fairgrounds	189,207.93
Marketing - Prod. Services	23,155.57
Support Services	50,639.72
Central Purchasing	63,543.71
Sign Shop	11,094.80
General Administration	386,393.85
Ticket Office	38,325.44
Commission Expense	30,886.70
Bad Debt Expense	27,098.58
Facility Charge	653,170.30
Center For Ag Science	226,440.80

Sub-Total	
Other Expenses	\$1,993,954.31

TOTAL FAIRGROUNDS	\$10,865,015.92
EXPENSES	

CAPITAL PROJECTS EXPENSED

Admin Building Renovation	\$772,578.59
Farm Bureau Renovation	39,529.60
Grandstand Welding	46,044.54
39th Street Bridge	3,485.95
DLZ Update Schmidt Study	52,000.00
Coliseum Roof Sign	75,334.00
Pioneer Village Plan	11,511.08
South Pavilion Tuck Point	233,182.11
Computer Hardware/Software	51,370.35
Folding Tables & Chairs	29,255.98
Monon Electric - RV Camp	33,653.72
Coliseum Concession Stands	39,450.00
Coliseum Study	6,000.00
Kitchen Equipment (used)	30,000.00
DNR Site Improvements	120,873.28
Grandstand Power	11,000.00
Grand Hall Wiring	5,337.50

Sub-Total Capital Projects	
Expensed	\$1,560,606.70

Disposal of Assets	\$0.00
Depreciation Expense	0.00
Bond Debt Expense	64,835.44
Bond Debt Interest	762,775.60

TOTAL EXPENSES	\$13,253,233.66
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INCOME EXCEEDING	
EXPENDITURES	\$1,957,001.81*

* Excludes 2006 depreciation expense of \$4.135 million.

* Committed to 2006 revenue bond principal of \$1.380 million and 2006 capital projects totalling \$1.945 million.

COMPARATIVE ANALYSIS 2002 - 2006

	2002	2003	2004	2005	2006
FAIR					
Income	\$6,921,000	\$7,877,000	\$8,281,000	\$8,697,000	\$10,227,000
Expense	6,307,000	6,945,000	7,582,000	8,196,000	9,905,000
Income Exceeding Expense	\$614,000	\$932,000	\$699,000	\$501,000	\$322,000
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FAIRGROUNDS *1					
Income	\$11,420,000*2	\$11,610,000*3	\$14,878,000	\$14,834,000	\$15,210,000
Expense	7,935,000	9,275,000	9,505,000	11,341,000	13,253,000
Income*4 Exceeding Expense	\$3,485,000	\$2,335,000	\$5,373,000	\$3,493,000	\$1,957,000
Less Depreciation	(\$2,770,000)	(\$3,005,000)	(\$3,409,000)	(\$4,018,000)	(\$4,135,000)
Other Revenue (Expense)	\$0.00	\$0.00	\$0.00	\$0.00	\$3,200,000*5
Net Income (Loss)	\$715,000	(\$670,000)	\$1,964,000	(\$525,000)	\$1,022,000

Footnotes:

1. Fairgrounds includes revenue and expenses for Facility Charge and Center For Agricultural Science and Heritage.
2. \$2 million Riverboat Casino reversion.
3. \$1 million Riverboat Casino Reversion; \$1 million shortfall in Riverboat supplemental revenue; \$600,000 payment to Center for Agricultural Science and Heritage, Inc. (501 C3).
4. Income exceeding expenditures is used primarily for funding revenue bond debt and fixed asset additions.
5. 80% Matching funds: Funds from INDOT/DNR for DNR Fishing Pond on ISFC Property.



INDIANA STATE FAIR COMMISSION

1202 East 38th Street • Indianapolis, IN • (317) 927-7500

www.indianastatefair.com